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Diana T Fritz 03/21/2007 11:44:06 AM From DB/Inbox: Search Results

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Text:

UNCLASSIFIED

SIPDIS
TELEGRAM

August 02, 2003

To: No Action Addressee
Action: Unknown
From: AMEMBASSY ABU DHABI (ABU DHABI 3584 - UNKNOWN)
TAGS: OIIP, KMDR
Captions: None
Subject: MEDIA REACTION: AL KHALEEJ SAYS "HI" MAGAZINE A "STATE
DEPARTMENT" VEHICLE "TO CONTROL THE MINDS OF ARAB
YOUTH"
Ref: None

UNCLAS ABU DHABI 03584

SIPDIS
CXABU:
ACTION: PAO
INFO: AMB ECON POL DCM
Laser1:
ACTION: PAO

DISSEMINATION: PAO
CHARGE: PROG

APPROVED: ADCM:KVANDEVATE
DRAFTED: PAO:TPONCE
CLEARED: NONE

VZCZCADI886
OO RUEHC RUENAAA RUEKJCS RUEHZM RUEHLO RUEHFR
RHRMDAB RUCJACC RUCQSOC
DE RUEHAD #3584 2141235
ZNR UUUUU ZZH
O 021235Z AUG 03
FM AMEMBASSY ABU DHABI
TO RUEHC/SECSTATE WASHDC IMMEDIATE 1133
RUENAAA/SECNAV WASHINGTON DC IMMEDIATE
RUEKJCS/SECDEF WASHINGTON DC IMMEDIATE
RUEHZM/GCC COLLECTIVE
RUEHLO/AMEMBASSY LONDON 0696
RUEHFR/AMEMBASSY PARIS 0739
RHRMDAB/COMUSNAVCENT
RUCJACC/USCINCCENT MACDILL AFB FL//CCPA//
RUCQSOC/USCINCSOC MACDILL AFB FL//PA//

UNCLAS ABU DHABI 003584

SIPDIS

STATE FOR IIP/G/NEA (RCALIS); NEA/ARP (LMALENAS);
NEA/PPD (DMACINNES, JDAVIES, DRCROFT); NEA/P (GSULLIVAN,
ACASPER) NEA/RA; INR/R/MR; PA; INR/NESA; INR/B
WHITE HOUSE FOR PRESS OFFICE; NSC
SECDEF FOR OASD/PA
USCINCCENT FOR POLAD
LONDON FOR GOLDRICH; PARIS FOR O'FRIEL

E.O. 12958: N/A
TAGS: [OIIP](#) [KMDR](#) [TC](#)
SUBJECT: MEDIA REACTION: AL KHALEEJ SAYS "HI" MAGAZINE A "STATE
DEPARTMENT" VEHICLE "TO CONTROL THE MINDS OF ARAB YOUTH"

¶1. SUMMARY AND COMMENT: ON 07/31, SHARJAH-BASED PAN-ARAB DAILY "AL KHALEEJ" LABELED "HI" MAGAZINE AN "OBVIOUS" "STATE DEPARTMENT" ATTEMPT TO "CONTROL THE MINDS OF ARAB YOUTHS." DESPITE THE NEGATIVE RHETORIC, THE UAE'S MOST WIDELY READ ARABIC DAILY WILL LIKELY GENERATE SIGNIFICANT INTEREST TO SEE JUST EXACTLY WHAT "HI" MAGAZINE HAS TO OFFER UAE NATIONAL AND ARAB EXPATRIATE YOUTH. END SUMMARY AND COMMENT.

¶1. ON 07/31, SHARJAH-BASED PAN-ARAB DAILY "AL KHALEEJ" PUBLISHED THE FOLLOWING ON "HI" MAGAZINE:

"IT IS OBVIOUS THAT THE STATE DEPARTMENT WANTS TO CONTROL THE MINDS OF ARAB YOUTHS. THE LAUNCH OF 'RADIO SAWA,' WHICH PLAYS BOTH ARABIC AND ENGLISH SONGS, AIMS AT SENDING A MESSAGE THAT PROMISES A NEW WORLD ORDER AND OPPOSES ALL THOUGHTS AND IDEAS AGAINST THE AMERICAN WAY OF LIFE."

"THE UNITED STATES WASN'T SATISFIED WITH 'SAWA' AND SO IT IS PUBLISHING A MAGAZINE IN ARABIC, 'HI,' WHICH TARGETS THE YOUTH IN THE MIDDLE EAST. 'HI,' WHICH IS A GREETING WORD IN ENGLISH, WILL BE AVAILABLE IN THE MARKET THIS MONTH. THE NAMES OF THE COUNTRIES IN WHICH 'HI' WILL BE CIRCULATED APPEAR ON THE FRONT PAGE, AND THE ORDER OF THESE COUNTRIES SHOWS THE PRIORITIES OF THOSE WHO THE MAGAZINE TARGETS. THE LIST STARTS WITH EGYPT AND SAUDI ARABIA AND ENDS WITH ALGERIA, THE WEST BANK, AND THE GAZA STRIP ALONG WITH ISRAEL."

"THE UNITED STATES IS TRYING THROUGH THIS MEDIA PROJECT TO CHANGE THE CURRENT NEGATIVE IMAGE OF THE U.S. AMONG ARABS, ESPECIALLY AFTER THE WAR IN IRAQ. THE MONTHLY MAGAZINE WILL COVER AND PROMOTE ISSUES ABOUT AMERICAN CULTURE AND COUNTER NEGATIVE PROPAGANDA AND ANTI-AMERICAN FEELINGS IN THE MIDDLE EAST."

"IN THE FIRST ISSUE OF 'HI,' AN ARTICLE APPEARED ABOUT A COVERED MUSLIM GIRL WHO ADMITTED THAT WHEN SHE FIRST ARRIVED TO THE U.S., SHE HAD A NEGATIVE IMAGE ABOUT AMERICAN PEOPLE AND LIFE. LATER, SHE DISCOVERED THAT AMERICAN MOVIES CONCENTRATED MORE ON ACTION RATHER THAN REALITY. SHE DESCRIBED THE AMERICAN PEOPLE AS FRIENDLY AND MODEST."

"HOPING TO KEEP SOME SORT OF CONNECTION WITH THE READERS FROM THE ARAB WORLD, THE FIRST ISSUE OF 'HI' MAGAZINE INCLUDED QUESTIONS, WHICH WERE ANSWERED VIA E-MAIL. OTHER SECTIONS, SUCH AS 'QUESTIONS FROM THE STATES,' 'QUESTIONS TO THE STATES,' 'AMERICAN MOMENTS,' AND 'MY STORY,' WILL APPEAR IN EVERY ISSUE."

"THE AMERICANS CAREFULLY DESIGNED 'HI' TO ENSURE INAPPROPRIATE IMAGES DO NOT APPEAR IN THE MAGAZINE. THIS SHOWS THAT A LOT OF RESEARCH WAS CONDUCTED ON THE MINDSET OF ARAB YOUTHS AND THEIR SOCIAL LIFE BEFORE PUBLISHING THE MAGAZINE. INSTEAD, MANY PICTURES OF ARAB GIRLS, ESPECIALLY COVERED ONES, SITTING NEXT TO AMERICAN GIRLS APPEAR IN THE MAGAZINE. THIS SHOWS THAT THEY WILL FOLLOW THE SAME PATH IN THE FUTURE."

"AFTER SEPTEMBER 11, (US PRESIDENT GEORGE) BUSH SAID THAT THE WORLD HAS TO BE INTRODUCED TO WHAT HE CALLED 'AMERICAN JUSTICE.' THEN, IN THIS NEW PHASE, WHERE WILL AMERICAN CULTURE LEAD US?"

WAHBA